

ОШИБОЧНОЕ ПОНИМАНИЕ ОБРАЗОВАНИЯ: СЛУЧАЙ СОВРЕМЕННОГО УНИВЕРСИТЕТА

Аннотация

Образование не является проектом, поскольку проект игнорирует экзистенциальный статус личности человека. Тем не менее, административный формализм не имеет связи с логикой как частью человеческой культуры и глобальной цивилизации. Люди, стремящиеся к самореализации, оказываются в ловушке формальных процедур оценивания наряду и бюрократически ориентированными клиентами институтов образования. Возможно, здравый смысл и представляется старомодной загадкой, которую давно пытаются разгадать мыслители-гуманисты, однако решающая роль здравого смысла в воспитании социального доверия людей неоспорима. Искажение здравого смысла приходит с избытком так называемых социальных технологий в современном университете. Посредственность правит там, где земли здравого смысла лежат в запустении. Сегодня, как никогда, некомпетентность становится истинной характеристикой административной карьеры. Методология качественных сравнений дает нам уникальный шанс преодолеть правила, установленные по глупости, с помощью антидидактического подхода.

Ключевые слова: образование, гуманизм, социальная технология, современный университет

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ANALYSIS OF THE INFLUENCE OF THE MASS MEDIA ON THE CREATION AND TRANSFORMATION OF THE POLITICAL LEADER'S IMAGE: THE CONTENT ANALYSIS METHOD OF THE MEDIA BY THE EXAMPLE OF ANGELA MERKEL'S IMAGE DURING THE PEAK OF THE MIGRATION CRISIS

Abstract

The article examines the influence of the international rating mass media on the creation and transformation of the political leader's image. The case study focuses on the image of German Chancellor Angela Merkel during the period of the migration crisis peak in Europe in 2015. Using the content analysis method, the author tries to make up a conclusion about the influence of the media as a tool of the creation and transformation the international political leader's image during the period of the migration crisis and in terms of the problems of international tension. The research can be useful for students studying PR and advertising, international relations, political science and journalism.

Keywords: political leader's image, mass media, migration crisis, Angela Merkel

No one can deny the fact that the political leader's image depends on internal and external factors. Nowadays, there are lots of special PR tools and PR technologies, which can be used by political scientists and political PR specialists during their work. Also, they should not ignore the influence of the media, as an external factor and one of possible tools of creation and transformation the political leader's image. We tried to explain the necessity of paying attention to the media and prove how it can influence the image of a politician.

The power of the media arose from its ability to withhold or give out information [5, p. 168]. This phrase means that the media can be considered as fourth estate. There are different theories, which demonstrate this fact.

For example, the agenda setting theory, which was originally formulated in 1972 by Maxwell McCombs and Donald Shaw explains the relationships between the emphasis that the media place on issues and the importance that the media attribute to those issues [4, p. 31]. The foundation of this theory was laid by Bernard Cohen when he mentioned, «the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about». To make it clear, the media may not change one's perspective about an issue, but the media has the power of making one think of an issue [3, p. 4].

As we can see, there is an important relationship between media reports and people's ranking of public issues. When the media begin to place priority on a particular issue in the society, it creates a notion that the issue is important and as such causes several talks on the issue among people. This fact plays a huge role in shaping political reality and the political leader's image as well. Mostly people receive information about a political leader's policy by the media. According to this, the image of a political leader can be created and transformed in different ways, depending on information, photos, videos, which were demonstrated to publicity.

The framing theory, which was created by Erving Goffman in 1974, also has attitude to the influence of the media. One of the most important areas of this theory is the media research in journalism and political communication. As the media maintain a fourth estate role, media researchers find framing theory helpful to analyze the imbalances and underlying power structures that mediate political issues [3, p. 6].

There are debates about the role of the media in the policy change process (conduit or contributor). On the one hand, the media is identified as a conduit for political actors and, on the other hand, acknowledged as a contributor, pursuing policy beliefs in its own right to influence policy change. If indeed, the media is a contributor of policy stories that means the media is a policy marketer [9, p. 117].

Sabatier and Jenkins-Smith identify the role of the media as both a conduit - a resource for members to influence policy outcome - and a contributor - a member of competing advocacy coalitions [9, p. 118].

Baumgartner and Jones identify the media as a conduit, reflecting policy arguments in the policy subsystems. They demonstrate the relationships between how an issue was covered (positive or negative) and what the focus was (economic, environmental, or governmental topic). In this case, it is possible to examine the media as a conduit for policy entrepreneurs, who use the media to transmit their issue definition in order to mobilize groups and citizens to achieve policy success [8]. Kingdon agree with their point of view. Given this assumption of the role of the media, he purports a diluted effect of the media on the policy agenda for two reasons. First, the press has a tendency to cover stories for a short period of time. Second, the media's propensity to feature dramatic stories means that the policy highlighted tends to be at the end of the policy making process, rather than the beginning. According to it, the agendas were already set, and the media had minimal impact [9, p. 118]. Roe and Stone talk about the media as conduits not contributors in the policy change arena. Both of them agree that the media is a key element, which is used by certain group of people (in our case by political scientist, political PR specialists or even

political leaders themselves) to transmit their policy perspective, which in turn, affected public opinion [9, p. 119].

Despite all debates, which exist, we can sum up that the media play an important role in a political process and have an impact on information, which people get through the media. According to it, we can suggest that the image of a political leader might be transformed by the influence of the media, especially during the crisis, which can cause political or economic problems inside a country, or even cause the international tension. In this case, the image of a political leader might be transformed in different ways (positive or negative) and at different levels (nationally or internationally).

As a case study, we took the image of German Chancellor Angela Merkel during the period of the migration crisis peak in Europe in 2015. Using the content analysis method of three rating international media, we tried to make up a conclusion about the influence of the media as a tool of the creation and transformation the international political leader's image during this period.

The content analysis method is a meaningful analysis of documents, in particular, publications in the media, which has as its subject the analysis of the content of text and products of communicative correspondence [7, p. 354]. In addition, this method includes the analysis of photos and videos, which are widely used by the media to create a specific image of a political leader among people or even transform the previous one.

We analyzed the information, photos and videos, which are connected with the topic of our research and were published in a certain period of time (January – December 2015). Thus, we wanted to analyze the creation and transformation of Angela Merkel's image at the international level more than at the national level, we had chosen three international media platforms. Each of them has a high rating and its own agenda, style and way of publishing news, point of view on global issues, including political issues.

The first international news channel RT, launched in 2005, is now a global 24-hour informational network consisting of main eight channels, with digital platforms in six languages. It introduces the Russian point of view on major world events to international audience. Its weekly audience is 100 million viewers in 47 of the 100 countries where RT broadcasts are available [8].

The British Broadcasting Corporation (BBC) is a public radio and television Corporation in the United Kingdom founded in 1922. It has a good national and international reputation. It had been the only radio and television supplier in the UK for many years, now it is a worldwide digital media platform in different foreign language, which always reacts on political changes in the world [1].

Cable News Network (CNN) is an American cable news channel founded in 1980 by Ted Turner. CNN was the first channel to broadcast a 24-hour news programme, and the first exclusively journalistic channel in the United States. CNN global programming is made by CNN International, which covers more than 212 countries and territories [2].

The selection of materials took place directly on the media sites by using the keywords «Angela Merkel EU migration crisis».

Firstly, during the analyzing, we could identify the main genres of journalism, which had been used in covering the activities of the political leader during this period: 1) information genre (short notes, which are more popular than extended ones; reviews; event reports); 2) analytical genre (articles, mainly generalizing, critical and problematic; correspondence).

Publishing materials about the activities of the politician, opinions of other political leaders, political scientists and specialists in the field of migration issues; public opinion and materials using statistical data formed the image of Angela Merkel.

After analyzing the websites, we could conclude that the image of Angela Merkel, which had been considered as a positive image, has changed and now it is possible to see a negative perception. At the beginning of the peak of the European migration crisis, the content was filled with a positive context. The advantage was given to the words such as «brave», «decisive», «powerful», «human values», «problem solving», etc. Sometimes there were interesting comparisons with fictional characters, for example, the comparison of Merkel with Leia Skywalker («Star Wars»).

However, the publications after the peak of migration crisis (April 2015) and later are dominated by opposite statements, sharply negative in relation to the changeable migration policy of Merkel. Such words as «mistake», «disappointment», «rating is falling down» are prevailed. The phrase «mother Merkel» has been changed to the negative context. The decision of Angela Merkel to let a large number of refugees to Germany is now «hits her», «180-degree turn», «Merkel is hanging on the verge of death», «Merkel has driven herself into a deadlock» etc. Thus, we can see the transformation of her image, which is associated with the policy towards migrants. In general, the majority of publications and articles (around 65 %) shows the negative attitude to Merkel's migration policy and, at the same time, creates the negative image of the Chancellor inside the country and at the international level as well. We could notice the positive or neutral attitudes (around 35 %) to Angela Merkel by the short notes, which were connected to her other activities (meetings, participating in summits, etc.)

Photo and video materials are an indispensable addition to the media content, because they help readers to create a certain image of a political leader or transform the previous ones. Starting from April 2015, we could notice the transformation of Angela Merkel's political image by photo and video materials of the media. At the beginning, there is a tendency to use photos of the smiling

German Chancellor that represent her as a successful, brave and strong woman, who successfully copes with her duties and confidently consider her migration policy as a successful policy.

Later, it is possible to see Angela Merkel without a smile and with a worried look. Photos and video reports about depicting the endless «flow» of refugees, life and events in their camps were published as well. Sometimes fragments of social advertising devoted to the topic of the migration crisis were used. Memes ridiculing the changeable migration policy of the Chancellor and showing the fall of the rating of Angela Merkel within the party, the country and at the international level became particularly popular.

To sum up, this example showed us that the media, as a possible tool of creation and formation the political leader`s image have an impact in a policy process and influence the image of a political leader during the period of crisis, which can cause the international tension. It shows PR specialists the necessity of paying attention to the mass media.

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АНАЛИЗ ВЛИЯНИЯ СМИ НА СОЗДАНИЕ И ТРАНСФОРМАЦИЮ ИМИДЖА ПОЛИТИЧЕСКОГО ЛИДЕРА: МЕТОД КОНТЕНТ-АНАЛИЗА СМИ НА ПРИМЕРЕ ИМИДЖА АНГЕЛЫ МЕРКЕЛЬ В ПЕРИОД ПОДЪЕМА МИГРАЦИОННОГО КРИЗИСА

Аннотация

Статья рассматривает влияние международных рейтинговых СМИ на создание и трансформацию имиджа политического лидера. Исследование фокусируется на имидже канцлера Германии, Ангелы Меркель, во время подъема миграционного кризиса в Европе в 2015 году. Используя метод контент-анализа, автор пытается сделать вывод о влиянии СМИ, как инструмента по созданию и трансформации имиджа политического лидера в период

миграционного кризиса на международном уровне и в условиях возникшей международной напряженности. Исследование может быть полезно студентам, изучающим PR и рекламу, международные отношения, политологию и журналистику.

Ключевые слова: имидж политического лидера, СМИ, миграционный кризис, Ангела Меркель

УДК 316.776

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РЕПУТАЦИЯ РОССИЙСКОЙ МЕТАЛЛУРГИЧЕСКОЙ ПРОДУКЦИИ НА РЫНКАХ СТРАН ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация

Государства Центральной Азии все больше вовлекаются в процессы глобализации мировой экономики, рынки этих стран постоянно развиваются. В этом контексте они становятся интересными не только для экономических партнеров, с которыми давно налажены связи, но и для других игроков мирового рынка. Интересным примером для исследования является металлургическая отрасль. Это растущий и перспективный рынок, на котором, с одной стороны, исторически сильны позиции России, а с другой, - активно набирает обороты такая страна как Китай. Поэтому для российских производителей и дистрибьюторов остро стоит проблема формирования потребительской лояльности и доверия к компании со стороны клиентов из стран Центральной Азии. Этот аспект обязательно нужно учитывать при разработке коммуникационной стратегии по продвижению российских компаний на рынке металлургической продукции Центральной Азии. Основой для такой стратегии, по мнению автора, может служить сформировавшаяся положительная репутация российской металлургической продукции среди потребителей Центральной Азии.

Для того, чтобы установить актуальное состояние репутации российской металлургической продукции среди центральноазиатских потребителей, было проведено исследование мнения жителей Республики Казахстан, Республики Узбекистан и Кыргызской Республики, потребляющих металлопрокат. Эти государства были выбраны с точки зрения перспективности развития их рынков для российской металлоторгующей компании. Исследование проводилось методом опроса, анкета направлялась адресно по электронной почте по базе контактов, предоставленных компанией ТОО «Специальная металлургия». В исследовании приняли участие директора компаний, сотрудники отделов продаж, снабжения, ВЭД, производственных отделов, инженеры, технические специалисты, а также лица, использующие металлопрокат для личных нужд (N=250).

В результате исследования было выявлено, что российская металлопродукция имеет положительную репутацию среди центральноазиатских потребителей и ее можно рассматривать как территориальный продукт России. Мы считаем, что положительная репутация продукта может быть использована в качестве основы эффективной коммуникационной стратегии для продвижения металлоторгующей компании на рынке означенного региона.

Ключевые слова: репутация, анкетирование, металлургическая продукция, страны Центральной Азии.

Введение

Государства Центральной Азии все больше вовлекаются в процессы глобализации мировой экономики, рынки этих стран постоянно развиваются. В этом контексте они становятся интересными не только для экономических партнеров, с которыми давно налажены связи, но и для других игроков мирового рынка. Интересным примером для исследования является металлургическая отрасль. Это растущий и перспективный рынок, на котором, с одной стороны, исторически сильны позиции России, а с другой, - активно набирает обороты такая страна как Китай. Поэтому для российских производителей и дистрибьюторов остро стоит проблема формирования потребительской лояльности и доверия к компании со стороны клиентов из стран Центральной Азии. Этот аспект